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**From:** Tarr, Jeremy M [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=98859532088E4437968231EB6FEF6B70-JMTARR1]  
**Sent:** 9/22/2017 1:36:15 PM  
**To:** Peel, SarahLewis [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=a086c7be69bd490c895d88f60afd7539-sepeel]; Waters, Sheryl L [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=ce9fb53a8072405bb1858e5a35b34505-slwaters2]  
**CC:** Talley, Noelle S [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=cd9f3882421746bcb5a60cbe82cdff89-nstalley]  
**Subject:** RE: National Clean Energy Week Proclamation

**Energy Action Week:** I don't see anything offensive about this declaration, though I don't know anything about RETI's reputation. Though this has some overlap with Clean Energy Week next week, I suggest we do this proclamation. Environmental justice is important to Gov and we have so many EJ issues right now with coal ash, ACP, GenX, etc., I think this is worth doing, or at least not saying "no" to. It's an easy "yes."

**Clean Energy Week:** Let's still plan on doing this, though we are still waiting on sign-off before launching it.

**EE Proclamation:** We should do this. A number of local and national orgs are involved: NCSEA, EDF, Synapse Energy, SEEA, RAP, Sierra Club, US Green Building Council. I'm fine with the proclamation as is with the caveat that I do not know where the statistics cited come from. Do we usually check those before signing?

In summary, do you know anything of RETI's reputation? Do we check statistics groups include in proclamations?

Jeremy

Jeremy Tarr  
Policy Advisor  
Office of Governor Roy Cooper  
20301 Mail Service Center  
Raleigh, NC 27699-0301  
919-814-2043 | [Jeremy.Tarr@NC.Gov](mailto:Jeremy.Tarr@NC.Gov)

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**From:** Peel, SarahLewis  
**Sent:** Thursday, September 21, 2017 4:36 PM  
**To:** Waters, Sheryl L <sheryl.waters@nc.gov>; Tarr, Jeremy M <jeremy.tarr@nc.gov>  
**Cc:** Talley, Noelle S <Noelle.Talley@nc.gov>  
**Subject:** RE: National Clean Energy Week Proclamation

Hi all,

We have a request from RETI (Renewable Energy Transition Initiative) for Energy Action Week as the first week in October (pending approval). We also have a request from ASHRAE (American Society of Refrigerating Engineers) for Energy Efficiency Day on October 5 (pending approval). Both are attached.

Should Clean Energy Week replace one or either of these?

SarahLewis

SarahLewis Peel  
Special Assistant  
Public Engagement  
Office of the Governor

919 814-2033 office  
[sarahlewis.peel@nc.gov](mailto:sarahlewis.peel@nc.gov)

---

**From:** Waters, Sheryl L  
**Sent:** Thursday, September 21, 2017 4:24 PM  
**To:** Tarr, Jeremy M <[jeremy.tarr@nc.gov](mailto:jeremy.tarr@nc.gov)>  
**Cc:** Peel, SarahLewis <[sarahlewis.peel@nc.gov](mailto:sarahlewis.peel@nc.gov)>  
**Subject:** FW: National Clean Energy Week Proclamation

Jeremy,

We'll get on it. Thanks!

Sheryl Waters, Constituent Services Coordinator  
Office of the Governor, Public Engagement  
116 W. Jones Street  
Raleigh, NC 27603  
919-814-2000

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**From:** Tarr, Jeremy M  
**Sent:** Thursday, September 21, 2017 3:13 PM  
**To:** Waters, Sheryl L <[sheryl.waters@nc.gov](mailto:sheryl.waters@nc.gov)>  
**Subject:** FW: National Clean Energy Week Proclamation

Haven't gotten final sign-off to roll out the proclamation, but Jenni said it's likely. Can you go ahead and put it together so that it's ready when we get the final word?

Jeremy

Jeremy Tarr  
Policy Advisor  
Office of Governor Roy Cooper  
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919-814-2043 | [Jeremy.Tarr@NC.Gov](mailto:Jeremy.Tarr@NC.Gov)

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**From:** Tarr, Jeremy M  
**Sent:** Thursday, September 21, 2017 1:49 PM  
**To:** Weiner, Sadie <[sadie.weiner@nc.gov](mailto:sadie.weiner@nc.gov)>  
**Cc:** Owen, Jenni <[Jenni.Owen@nc.gov](mailto:Jenni.Owen@nc.gov)>; Waters, Sheryl L <[sheryl.waters@nc.gov](mailto:sheryl.waters@nc.gov)>; Noble, Will <[will.noble@nc.gov](mailto:will.noble@nc.gov)>;

McCleskey, James <[jim.mccleskey@nc.gov](mailto:jim.mccleskey@nc.gov)>; Whichard, Jordan <[Jordan.Whichard@nc.gov](mailto:Jordan.Whichard@nc.gov)>

**Subject:** RE: National Clean Energy Week Proclamation

Circling back on the proclamation designating next week as Clean Energy Week in NC. Reattaching for easy reference. DEQ has signed off. Ok to proceed with this?

Jeremy Tarr  
Policy Advisor  
Office of Governor Roy Cooper  
20301 Mail Service Center  
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919-814-2043 | [Jeremy.Tarr@NC.Gov](mailto:Jeremy.Tarr@NC.Gov)

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**From:** Tarr, Jeremy M  
**Sent:** Thursday, September 14, 2017 8:32 PM  
**To:** Weiner, Sadie <[sadie.weiner@nc.gov](mailto:sadie.weiner@nc.gov)>  
**Cc:** Owen, Jenni <[Jenni.Owen@nc.gov](mailto:Jenni.Owen@nc.gov)>; Waters, Sheryl L <[sheryl.waters@nc.gov](mailto:sheryl.waters@nc.gov)>; Noble, Will <[will.noble@nc.gov](mailto:will.noble@nc.gov)>; McCleskey, James <[jim.mccleskey@nc.gov](mailto:jim.mccleskey@nc.gov)>; Whichard, Jordan <[Jordan.Whichard@nc.gov](mailto:Jordan.Whichard@nc.gov)>  
**Subject:** RE: National Clean Energy Week Proclamation

Attached is a draft Clean Energy Week proclamation for your review. DEQ has signed off.

It includes footnotes for your reference.

Jeremy

Jeremy Tarr  
Policy Advisor  
Office of Governor Roy Cooper  
20301 Mail Service Center  
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919-814-2043 | [Jeremy.Tarr@NC.Gov](mailto:Jeremy.Tarr@NC.Gov)

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**From:** Tarr, Jeremy M  
**Sent:** Thursday, September 14, 2017 9:45 AM  
**To:** Weiner, Sadie <[sadie.weiner@nc.gov](mailto:sadie.weiner@nc.gov)>  
**Cc:** Owen, Jenni <[Jenni.Owen@nc.gov](mailto:Jenni.Owen@nc.gov)>; Waters, Sheryl L <[sheryl.waters@nc.gov](mailto:sheryl.waters@nc.gov)>; Noble, Will <[will.noble@nc.gov](mailto:will.noble@nc.gov)>; McCleskey, James <[jim.mccleskey@nc.gov](mailto:jim.mccleskey@nc.gov)>; Whichard, Jordan <[Jordan.Whichard@nc.gov](mailto:Jordan.Whichard@nc.gov)>  
**Subject:** Re: National Clean Energy Week Proclamation

Yes.

Jeremy

Sent from mobile phone.

On Sep 14, 2017, at 9:25 AM, Weiner, Sadie <[sadie.weiner@nc.gov](mailto:sadie.weiner@nc.gov)> wrote:

Is our proclamation for Sept 25-29?

**From:** Owen, Jenni  
**Sent:** Thursday, September 14, 2017 8:07 AM  
**To:** Waters, Sheryl L <[sheryl.waters@nc.gov](mailto:sheryl.waters@nc.gov)>; Tarr, Jeremy M <[jeremy.tarr@nc.gov](mailto:jeremy.tarr@nc.gov)>  
**Cc:** Noble, Will <[will.noble@nc.gov](mailto:will.noble@nc.gov)>; McCleskey, James <[jim.mccleskey@nc.gov](mailto:jim.mccleskey@nc.gov)>; Whichard, Jordan <[Jordan.Whichard@nc.gov](mailto:Jordan.Whichard@nc.gov)>; Weiner, Sadie <[sadie.weiner@nc.gov](mailto:sadie.weiner@nc.gov)>  
**Subject:** RE: National Clean Energy Week Proclamation

Thank you, Jeremy.

No concerns if you and DEQ agree on the language of the proclamation and as long as we're comfortable explaining why the proclamation characterizes clean energy as it does.

From: Tarr, Jeremy M  
Sent: Wednesday, September 13, 5:28 PM  
Subject: RE: National Clean Energy Week Proclamation  
To: Waters, Sheryl L  
Cc: Noble, Will, McCleskey, James, Whichard, Jordan, Owen, Jenni, Weiner, Sadie

Following up to let this group know I have drafted the proclamation and am running by DEQ's energy office to get their input before moving forward within the Governor's Office for comments.

One policy issue I do want to raise now, however, is that the National Clean Energy Week template and movement defines "clean energy" very broadly to include natural gas, carbon capture and sequestration, and nuclear energy. I've drafted the NC proclamation to define "clean energy" to include renewables, biomass, and energy efficiency, which are uncontroversially clean energy.

Including other energy sources in the definition of clean energy would raise big concerns among the clean energy sector and environmental community. Supporters of natural gas and nuclear would argue those sources are clean, but I don't think they will be up in arms about it not being considered clean energy in the proclamation.

While Matthew Sear below is talking about a National Clean Energy Week, in the proclamation, Gov will be proclaiming Clean Energy Week in NC and, accordingly, define clean energy on his own terms.

Do you all have any concerns about this approach to the definition of clean energy? Is anyone aware of Gov considering "clean energy" in the broad terms that the NCEW folks do?

Jeremy

Jeremy Tarr  
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Office of Governor Roy Cooper  
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**From:** Waters, Sheryl L  
**Sent:** Friday, September 8, 2017 5:15 PM  
**To:** Tarr, Jeremy M <[jeremy.tarr@nc.gov](mailto:jeremy.tarr@nc.gov)>  
**Cc:** Noble, Will <[will.noble@nc.gov](mailto:will.noble@nc.gov)>; McCleskey, James <[jim.mccleskey@nc.gov](mailto:jim.mccleskey@nc.gov)>; Whichard, Jordan <[Jordan.Whichard@nc.gov](mailto:Jordan.Whichard@nc.gov)>; Owen, Jenni <[Jenni.Owen@nc.gov](mailto:Jenni.Owen@nc.gov)>  
**Subject:** RE: National Clean Energy Week Proclamation

Jeremy,

Please send me a draft of what you would like the proclamation to state and we'll make it happen.

Sheryl Waters, Constituent Services Coordinator  
Office of the Governor, Public Engagement  
116 W. Jones Street  
Raleigh, NC 27603  
919-814-2000

**From:** Talley, Noelle S  
**Sent:** Friday, September 8, 2017 5:07 PM  
**To:** Tarr, Jeremy M <[jeremy.tarr@nc.gov](mailto:jeremy.tarr@nc.gov)>; McCleskey, James <[jim.mccleskey@nc.gov](mailto:jim.mccleskey@nc.gov)>; Whichard, Jordan <[Jordan.Whichard@nc.gov](mailto:Jordan.Whichard@nc.gov)>; Owen, Jenni <[Jenni.Owen@nc.gov](mailto:Jenni.Owen@nc.gov)>  
**Cc:** Waters, Sheryl L <[sheryl.waters@nc.gov](mailto:sheryl.waters@nc.gov)>  
**Subject:** RE: National Clean Energy Week Proclamation

Pretty much every week is declared for something but that is not a reason not to do this.

The proclamation would declare it Clean Energy Week for North Carolina.

Looping in Sheryl who can actually make the proclamation happen.

Thanks,  
Noelle

Noelle Talley  
Deputy Communications Director  
Office of Governor Roy Cooper  
Office: 919-814-2101  
Mobile: 919 218-1255

**From:** Tarr, Jeremy M  
**Sent:** Friday, September 8, 2017 4:35 PM  
**To:** McCleskey, James <[jim.mccleskey@nc.gov](mailto:jim.mccleskey@nc.gov)>; Talley, Noelle S <[Noelle.Talley@nc.gov](mailto>Noelle.Talley@nc.gov)>; Whichard, Jordan <[Jordan.Whichard@nc.gov](mailto:Jordan.Whichard@nc.gov)>; Owen, Jenni <[Jenni.Owen@nc.gov](mailto:Jenni.Owen@nc.gov)>

**Subject:** RE: National Clean Energy Week Proclamation

Declaring a Clean Energy Week sounds like a good idea to me. The national campaign looks legit to me based upon the steering committee members (e.g., Advanced Energy Economy, SEIA, Nuclear Energy Institute, and others). I asked Chris Carmody whether he has heard of this movement, and he replied NCCEBA is supportive.

A couple of outstanding questions in my mind:

- Is Sept 25-29 already declared for another purpose on NC? If so, does that matter?
- The draft proclamation would have the Governor declare the week as National Clean Energy Week. Is that right, or would he declare it Clean Energy Week in North Carolina?

Do any of you see potential downsides?

Jeremy

Jeremy Tarr  
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Office of Governor Roy Cooper  
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**From:** McCleskey, James  
**Sent:** Friday, September 8, 2017 3:11 PM  
**To:** Tarr, Jeremy M <[jeremy.tarr@nc.gov](mailto:jeremy.tarr@nc.gov)>; Talley, Noelle S <[Noelle.Talley@nc.gov](mailto>Noelle.Talley@nc.gov)>; Whichard, Jordan <[Jordan.Whichard@nc.gov](mailto:Jordan.Whichard@nc.gov)>; Owen, Jenni <[Jenni.Owen@nc.gov](mailto:Jenni.Owen@nc.gov)>  
**Subject:** FW: National Clean Energy Week Proclamation

Hey Jenni looping you on this as well after hearing your reflection yesterday of Gov's thoughts on possible clean / green messaging later in month after getting pipeline stuff out in coming couple weeks

Jim McCleskey  
North Carolina Washington Office  
444 N. Capitol Street, NW Suite 332  
Washington, DC 20001  
o) 202-624-5833  
m) 202-669-7985  
[jim.mccleskey@nc.gov](mailto:jim.mccleskey@nc.gov)

<image001.jpg>

Office of the Governor

[governor.nc.gov](http://governor.nc.gov)

**From:** McCleskey, James  
**Sent:** Wednesday, September 6, 2017 10:28 PM

**To:** Tarr, Jeremy M <[jeremy.tarr@nc.gov](mailto:jeremy.tarr@nc.gov)>; Talley, Noelle S <[Noelle.Talley@nc.gov](mailto>Noelle.Talley@nc.gov)>; Whichard, Jordan <[Jordan.Whichard@nc.gov](mailto:Jordan.Whichard@nc.gov)>  
**Cc:** Stallard, Lorea A <[lorea.stallard@nc.gov](mailto:lorea.stallard@nc.gov)>  
**Subject:** Fwd: National Clean Energy Week Proclamation

Hey folks I wonder if this could of interest for the last week of this month? I've asked these folks to update on which other Govs may do this.

Jim McCleskey  
North Carolina Washington Office  
444 North Capitol Street NW, Suite 332  
Washington DC 20001  
O) 202-624-5833  
M) 984-218-0086  
[jim.mccleskey@nc.gov](mailto:jim.mccleskey@nc.gov)

Begin forwarded message:

**From:** "Matthew Saer"  
<[matthew@flywheelgs.com](mailto:matthew@flywheelgs.com)>  
**To:** "Jim McCleskey"  
**Cc:** "Brian Sailer" <[brian@flywheelgs.com](mailto:brian@flywheelgs.com)>,  
"Brandon Peck" <[brandon@flywheelgs.com](mailto:brandon@flywheelgs.com)>  
**Subject:** NCEW Proclamation

Hey there Jim,

We've recently started working with a new client in the clean energy space who is helping to put on the first annual National Clean Energy Week to be hosted this year in DC. I'm not sure whether or not anyone from Flywheel has already reached out on this, but in the event that we hadn't, I wanted to touch base with you.

We'd like to discuss a draft state proclamation (attached) for Governor Cooper to make declaring September 25th - September 29th as National Clean Energy Week. This is a bipartisan effort to recognize and support commonsense solutions that address America's economic and energy needs.

North Carolina is a leader in clean energy, providing about one-third of the state's net generation in 2016. Natural gas also supplied about 30% of the state's net generation in 2016, surpassing coal for the first time in history. Hydroelectric power, biomass, and solar photovoltaics (PV) provide approximately 10% of net electricity generation in the state.

More info on NCEW can be found at their website, <https://nationalcleanenergyweek.org>.

If you'd like to learn more about NCEW, we can introduce you via phone or in person to our client, CRES' Managing Director, Heather Reams.

Thanks, and hope you're doing well.

--  
Matthew Saer  
Flywheel Government Solutions  
1401 K St NW, Suite 525  
Washington, DC 20005  
Phone: [\(504\) 609-9086](tel:(504)609-9086)  
[matthew@flywheelgs.com](mailto:matthew@flywheelgs.com)

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